



10/14/01
1052 U.S. PTO

UNITED STATES PATENT AND TRADEMARK OFFICE

In re:

Applicant: ZBOROVSKY-FENESTER, et al

For: A METHOD OF ADVERTISING AND
PROMOTING A BOOK IN A VISUAL
MEDIA, AND AN ADVERTISING
PRODUCT FOR ADVERTISING A BOOK
AND THE LIKE IN A VISUAL MEDIA

JJC 09/05/2001
JC971 U.S. PTO
09/854118
05/14/01

PETITION TO MAKE APPLICATION SPECIAL

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Postal Service by First Class Mail on the
date indicated above and is addressed
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Trademarks, Washington, D.C. 20231

04/10/01
ILYA ZBOROVSKY

Hon. Commissioner of
Patents and Trademarks
Washington, D.C. 20231

Sir:

This application deals with a method and a product of advertising
a book, in which a scene is staged which represents a content of a selected
portion of the book. The application is based on the provisional application.

It has been found that Barnes & Nobles started advertising with
the use of the basic inventive idea of this patent application. The approach of

the Barnes & Nobles is exactly identical, and the Company uses advertising in which a portion of a new book is staged on the Internet. This exactly corresponds to the claims of the present application, and claims 1 and 5 are unquestionable infringed.

A search has been conducted and it has been found that there is no prior art which is relevant for the examination of the present application.

It is therefore respectfully submitted, based on MPEP 708.2 II, to make the application special and to speed up the examination.

Respectfully submitted,

Ilya Zborovsky
Agent for Applicant
Reg. No. 28563



The enclosed application
includes:

- Sale
- Draw
- Decl
- Fee
- Retention

Copy of PA

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It is qualified as a
small entity.

If fee is missing or
insufficient please
to 26-0085

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J. M. Kelly
J. M. Kelly
Agent of Mr. R. N. W. T. S.